

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

--	--	--	--	--	--	--	--

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022/2023 (TERM ID 2210 & TERM ID 2215)

**DIC 5117 – FUNDAMENTALS OF INTERCULTURAL
COMMUNICATION**

(All Sections/Groups)

13 FEBRUARY 2023
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **TWO** pages.
2. Answer **ALL** questions in **Sections A** and **B**.
3. Write your answers in the Answer Booklet.

SECTION A: SHORT ANSWER [25 MARKS]

Instructions: Answer **ALL** questions in **COMPLETE** sentences in this section. Write your answers in the Answer Booklet.

1. Culture is a system that members of a group share and use to cope with one another and with their world.
 - i. Identify and explain any **THREE** aspects of the cultural systems. (3 marks)
 - ii. Provide an appropriate example for **EACH** of the three aspects. (3 marks)
2. "Culture is learned."
 - i. Do you agree with this statement? (1 mark)
 - ii. Identify any **TWO** characteristics of culture in support of your stand to justify your agreement or disagreement with appropriate explanations. (2 marks)
 - iii. Provide an appropriate example for **EACH** of the two characteristics. (2 marks)
3. There are several reasons to study intercultural communications.
 - i. Discuss the imperatives of demographic and economic. (2 marks)
 - ii. Provide suggestions (**ONE** each) to improve these two imperatives for effective intercultural competence. (2 marks)
4. We require skills in intercultural communication to typically exchange information with people from all over the world.
 - i. Explain how the following strategies are effective for developing intercultural communication. (3 marks)
 - Seeking commonalities
 - Developing flexibility and openness
 - Overcoming stereotypes and prejudice
 - ii. Support your answer with an appropriate example for **EACH** strategy. (3 marks)
5. An individual with multiple identities, with a more nuanced understanding of identity, has a better understanding of communication between individuals belonging to similar and different cultures.
Provide **FOUR** reasons in support of the above statement. (4 marks)

Continued...

SECTION B: ESSAY QUESTION [15 MARKS]

Instructions: Answer the question in COMPLETE sentences in this section. Your answer should be at least 400 words. Write your answers in the Answer Booklet.

Communicating across cultural barriers can be difficult and often leads to unintended and unnecessary conflict.

Discuss any FIVE barriers that exist to intercultural communication, provide practical examples from real-world scenarios for each barrier, and offer one suggestion to overcome each barrier.

You are required to produce an essay of at least 400 words in which you must answer all THREE parts of this essay question. This essay must be written in a professional style while adhering to the principles of good academic writing. Appropriately structure the essay by providing clear information to enhance readability, understanding, and focus.

End of Paper